

CANDIDATE INFORMATION FORM

INSTRUCTIONS: To be completed by nominees and/or selected candidates. Information should appear here exactly as you would like it to appear on the ballot. Do not exceed the number of entries provided under each category. Choose the most recent or most impactful experience under each category.

Name & Appellation	Sarah Storms
ASID Chapter	New Jersey
Board Position & Term Date	Communication 2025-2027

Education	
	BFA Fine Art & Interior Design
Employment	
	Styled by Storms, previously Ralph Lauren
ASID Involvement	
	Chair of DEA Award Committee
Other Professional Affiliations	
	NA
Honors, Awards & Publications	Designer for DOAD 2024, Nationally Published - House Beautiful,
	Good Housekeeping, Cottages & Bungalows, HGTV, AD;
	Internationally Published: Elle Decor Spain, Homes & Gardens,
	Living Etc

CANDIDATE STATEMENT: In 300 words or less, state why the role is of interest to you, what you hope to bring to the design community through a position on the chapter board.

I am excited to apply for the position of Head of Communications on the board. With a deep passion for storytelling, branding, and digital engagement, I believe I can bring fresh energy and strategic direction to our communications efforts.

My vision for this role is centered on increasing visibility, engagement, and impact—both for our members and our valued sponsors. I aim to expand the promotion of our members through dynamic social media content, spotlight features, and behind-the-scenes glimpses into their work and achievements. By showcasing the diverse talent within our community, we not only build stronger member recognition but also inspire others to engage and contribute.

Equally important is strengthening relationships with sponsors by actively promoting their involvement and support across our digital platforms. Whether through dedicated posts, co-branded campaigns, or live event coverage, I will ensure sponsors receive the visibility and appreciation they deserve, creating a win-win for all parties.

I also plan to incorporate trend reporting and real-time industry insights into our communications strategy. This means identifying key developments in our field, attending and covering relevant events, and curating content that positions our organization as a thought leader. By staying ahead of the curve, we can create timely, relevant conversations that resonate with our community. ...